

## Message Text

UNCLASSIFIED

PAGE 01 SEOUL 02043 140825Z  
ACTION EA-09

INFO OCT-01 EB-08 ISO-00 /018 W  
-----140827Z 020592 /14

P R 140727Z MAR 77  
FM AMEMBASSY SEOUL  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2629

UNCLAS SEOUL 2043

E.O. 11652: N/A  
TAGS: BEXP, KS  
SUBJECT: POTENTIAL LICENSING OPPORTUNITY: HYUNDAI MOTOR CO. SEEKS  
SOURCE OF KNOW-HOW FOR MANUFACTURE OF FIRE ENGINES

REF: A. SEOUL 1221, B. USDOC 03051, C. USDOC 03671  
D. SEOUL 2040

1. HYUNDAI MOTOR COMPANY (WTDR: 04-76), MEMBER OF HYUNDAI GROUP, SEEKS U.S. SOURCE TECHNOLOGICAL KNOW-HOW FOR MANUFACTURE OF LARGE-TYPE FIRE (FIGHTING) ENGINES WITH 40 METER FOLDING LADDERS. HYUNDAI PLANS TO UNDERTAKE A FEASIBILITY STUDY FOR LOCAL PRODUCTION OF FIRE ENGINES UNDER LICENSING AGREEMENT WITH A REPUTABLE FOREIGN MANUFACTURER.

2. MESSRS. H.D. SHIN, MANAGING DIRECTOR - OVER ALL PLANNING; S.W. CHON, DIRECTOR - MARKETING; AND H.J. LEE, MANAGER - SPECIAL VEHICLES ARE DUE TO ARRIVE AT ANAHEIM ON MARCH 29, 1977 TO VISIT INTERNATIONAL TRUCKING SHOW. ROOMS HAVE BEEN RESERVED FOR THEM AT HOLIDAY INN, 3737 W. CHAMPAN AVENUE, CRANGE, CALIFORNIA FOR NIGHTS OF MARCH 30 TO APRIL 1.

3. THEIR ITINERARY IS:

MARCH 26 - ARRIVE SAN FRANCISCO

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MARCH 27 - ARRIVE HAYWARD TO VISIT INTERNATIONAL MACK TRUCKS INC.

MARCH 30 - ARRIVE ANAHEIM FOR INTERNATIONAL TRUCKING SHOW

APRIL 2 - LEAVE ANAHEIM FOR LOUISVILLE TO VISIT FORD TRUCK PLANT

APRIL 5 - ARRIVE CLEVELAND TO VISIT WHITE MOTOR CORPORATION

APRIL 6 - ARRIVE ROCHESTER TO VISIT GLEASON WORKS

APRIL 14 - ARRIVE NEW YORK TO VISIT IESC

APRIL 12 - LEAVE NEW YORK FOR SEOUL

4. ACTION REQUESTED: USDOC, PLEASE HAVE POTENTIAL SOURCES OF  
KNOW-HOW CONTACT TRAVELLERS OR WRITE TO MR. S.Y. CHUNG, PRESIDENT,  
HYUNDAI MOTOR COMPANY, HYUNDAI BLDG., 178 SEJONG-RO, CHONGRO-  
KU, SEOUL 110, KOREA; TELEX: K2391; PHONE 74-8311/9 FOR  
ATTENTION OF MR. B.J. PARK, MANAGER - PLANNING DEPT.  
STERN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
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**TAGS:** BEXP, KS  
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**Review Markings:**  
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